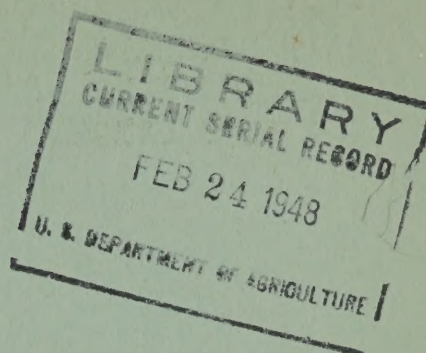
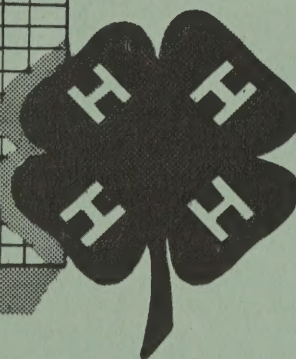


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Observance of  
**NATIONAL  
4-H CLUB WEEK**



EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE

FEB 6 1948



## BEGIN YOUR CITIZENSHIP IN THE HOME

"The foundations of your whole life--physical, emotional, and mental--are laid in the home. The well-ordered home based on love, mutual helpfulness, and intelligent cooperation is the highest achievement of mankind. It is the cradle of civilization. By living and working together in the home we acquire the virtues, habits, and skills needed for the highest success in life. By doing your part in the tasks about the home; by helping to keep it clean, orderly, and beautiful; by seeking to make it a peaceful, friendly, and happy place; you learn to think, to plan, and to work with others in ways that will help you to perform well your part in any community. Exalt, enrich, and beautify your home. It is the foundation of your life and happiness; the first school of citizenship and democracy."

-- Joy Elmer Morgan.



OBSERVANCE  
OF  
NATIONAL 4-H CLUB WEEK

March 1-7, 1948

THEME: CREATING BETTER HOMES TODAY FOR A MORE  
RESPONSIBLE CITIZENSHIP TOMORROW

National 4-H Club Week will be held March 1 to 7, 1948. The main theme will be, "Creating better homes today for a more responsible citizenship tomorrow." Reports indicate that this year considerable emphasis will be placed on the strengthening and expansion of 4-H Club work on the local basis, starting with an inventory of what has been done to the present time. Reports indicate also that in a large number of States, National 4-H Club Week will not only be observed by 4-H Club members in "getting set" on a sound basis for a successful year of 4-H work, but in interesting other eligible young people in becoming 4-H members at this time. In such an effort, parents should be informed regarding the 4-H Club program and what it will do for their own young people; the local community should be informed regarding the results that may be expected especially from the standpoint of working toward a better home life and a more responsible citizenship; and the outstanding citizens of every rural community should be encouraged to volunteer as local leaders, advisers, or sponsors of various 4-H group activities.

May the observance of the 1948 National 4-H Club Week hasten materially attainment toward goals set as to number to be reached and objectives to be attained. May it also develop on the part of all citizens of this nation a genuine appreciation of the values of the 4-H Club program in developing stalwart manhood and womanhood throughout this country.

MAIN OBJECTIVES

The following objectives for the observance of National 4-H Club Week are applicable to the whole country. However, it is suggested that in the local community only those objectives be selected for emphasis that seem most important in the sound development of the 1948 community 4-H Club program.

1. To make it possible for all 4-H members to become familiar with the 1948 theme and to see that it is emphasized in their 1948 4-H programs, particularly in relation to the 10 4-H guideposts.
2. To provide 4-H members an opportunity to inventory their 4-H activities to date as a "check-up" on their own efforts to date in carrying out any 4-H programs already started.
3. To give 4-H members an opportunity to reaffirm their intentions of carrying their 1948 club goals to completion.
4. To acquaint parents in every community with what 4-H members are already doing, especially in connection with those activities within the framework of the 10 4-H guideposts.



5. To encourage 4-H Clubs to inventory in their communities, those young people eligible for membership and to stimulate every 4-H member to assume responsibility for enrolling at least one new member and helping him to get started in accordance with sound 4-H Club procedure. Thus, every 4-H member will feel that he is doing his part in attaining the national 4-H goal, "3,200,000 members by 1950."
6. To give recognition to the far-reaching results of 4-H Club work from the standpoint of the nation, State, county, and local community through the press, magazines, and radio. The general public, especially on a Nation-wide basis, is entitled to be adequately informed as to the far-reaching importance of the 4-H Clubs, particularly in helping to "win the peace."
7. To enlist more public-spirited citizens as local leaders and to provide other opportunities whereby public-spirited citizens may be enabled to give further support to the 4-H Club program.
8. To use National 4-H Club Week for the announcement of the 4-H Club calendar of 4-H events for the year on a State, county, or local basis unless such announcement has been made at an earlier date.

The 1948 national 4-H events are:

#### SOME GENERAL HIGHLIGHTS

1. National, State, and local broadcasts, including transcriptions highlighting what 4-H young people are planning to do in 1948.
2. Messages to all 4-H members by high Government or State officials and other prominent friends of 4-H Club work. A number of governors are planning to issue proclamations or make suitable statements.
3. Special recognition of National 4-H Club Week in churches and schools.
4. Luncheons and dinners by sponsors of 4-H Club Work.
5. National, State, and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
6. Use of window displays, stickers, and other material furnished by the National Committee on Boys and Girls Club Work. The National Committee will also cooperate as usual in relation to the other main activities of the Week.
7. Special 4-H exhibits, demonstrations, and posters in public places.
8. Especially featured 4-H meetings, parades, and other 4-H events.
9. Announcement of a 4-H Club calendar for year on State, county, or local basis. Such a calendar might include such items as the 4-H goals, dates of 4-H events, and local leaders' meetings.



10. Mobilization of the 4-H delegates attending 1947 National 4-H Camp and the 1947 National 4-H Club Congress in helping to make the 1948 National 4-H Club Week as significant as possible.

#### SOME SUGGESTIONS FOR PARTICIPATION OF FRIENDS OF 4-H CLUB WORK

National 4-H Club Week may be an opportune time for the participation of the friends of 4-H Club Work--donors, sponsors, advisers, volunteer leaders, and members of service clubs, as well as members of national, State, and local 4-H committees. All such leaders may do much to call attention to the importance of the 1948 National 4-H Club Week, as well as to assume various responsibilities in carrying out special activities during the week to reinforce any 4-H events planned. Special meetings may be held on national, State, and local levels to report on the status of 4-H Club work, achievements to date, and to exchange ideas for the further strengthening of the work.

#### SUMMARY OF NATIONAL PLANS FOR NATIONAL 4-H CLUB WEEK

Nationally, this week will be featured by the most recent 4-H report by radio to the Nation, by news releases, magazine articles, exhibits, and in other ways. Special messages from high-ranking officials will be sent to all State club leaders. Fact sheets for use of editors and others will also be prepared and sent. What 4-H Club work is, its peacetime goals, and plans for the future will be highlighted. Some special National 4-H broadcasts have already been arranged. Announcements will be made later. The cooperation of several other agencies as well as a number of commercial concerns has been assured.

As is customary, the National Committee on Boys and Girls Club Work will cooperate to the full in (1) furnishing supplies such as 4-H posters, stickers, slogan cards for window displays, colored slides with narration, various transcriptions featuring the 4-H Club program, and phonograph records; (2) helping to get 4-H announcements on commercial radio broadcasts; (3) interesting commercial concerns in taking part in the observance of the Week; and (4) supplying material for use in magazines and farm papers.

#### SUGGESTED STATE PLANS FOR THE WEEK

Definite plans for the observance of National 4-H Club Week will no doubt be available from each State office for the use of all county extension agents and local leaders. In many States there will be special statements by high-ranking officials, including proclamations or statements by governors. In many States also, clergymen will be encouraged on Sunday, February 29, or Sunday, March 7, to call attention to the values of the 4-H Club program, particularly in the development of leadership and a sense of home and community responsibility as emphasized in the 4-H Club pledge and the 10 4-H guideposts as well as in the 4-H citizenship pledge. In addition, the program itself will be emphasized particularly in helping farm boys or girls to produce or furnish needed supplies for the less fortunate peoples of other countries. Reports indicate that special plans are now under way in most States to enroll in 4-H Club work those eligible



boys and girls not yet reached. Reports also indicate that the aid of many State agencies and other organizations has been obtained in connection with 4-H Club activities being planned.

#### GENERAL SUGGESTIONS FOR OBSERVANCE OF NATIONAL 4-H CLUB WEEK ON A COUNTY OR COMMUNITY BASIS

Local observance of this week will attract attention again to the more recent accomplishments of 4-H Club members already highlighted, at least in part, during the observance of 1947 National 4-H Achievement Week. It will provide an opportunity for 4-H Clubs to prepare for the remainder of 1948 in a more effective way than ever before. This week will give every 4-H member another opportunity to rededicate himself to the ideals embodied in the 1948 Club theme, in the 4-H Club pledge, the 10 4-H guideposts, and the 4-H citizenship pledge; to reaffirm his intention of carrying out the 1948 goals already set; and to enlist new members in helping to live in a peaceful world through serving to the full in the home, on the farm, and in the community. It will mean much to many rural young people to be able to participate in a recognized way in a 4-H program that provides an opportunity for them to analyze their own situations within the framework of the 10 4-H guideposts and that will, in turn, help them to meet their own needs and interests. Definite responsibilities should be given every local leader in helping to make the 1948 National 4-H Club Week as effective as possible. The general suggestions for the observance of National 4-H Club Week include:

1. Information about the 1948 National 4-H Club Week in weekly papers, extra editions, editorials, and advertisements.
2. Opportunity provided 4-H members to become familiar with the 10 4-H guideposts; to use these in analyzing their own situations and checking up on the progress of their work to date; to reaffirm their intention of attaining their 1948 goals; and to rededicate their Heads, Hearts, Hands, and Health in working together for a better home and world community.
3. Inventory of young people eligible for 4-H membership in every community in keeping with a map for the community, showing the homes of those not enrolled.
4. Some responsibility placed on every 4-H member in reaching those eligible for 4-H membership.
5. 4-H exhibits, including window displays in local banks or store windows.
6. 4-H demonstrations in local store windows or community meeting places.
7. 4-H posters or stickers for use on windows in homes or on farm gates of 4-H members.
8. 4-H posters in town hall, post office, local bank, local theaters, or other public places.
9. Use of stickers on menu cards in leading hotels.



10. Some observance of National 4-H Club Week in local churches on March 7.
11. Assembly programs on 4-H theme, exhibits, and use of loud speaker systems in schools regarding 4-H Club work.
12. Local 4-H parades and other 4-H events.
13. Motion pictures of 4-H Club work in local theaters; use of 4-H transcriptions or 4-H colored slides.
14. Participation of 4-H Club members in adult programs, reporting what has been accomplished and what is being planned for 1948, especially in connection with the 1948 theme, "Creating better homes today for a more responsible citizenship tomorrow."
15. Announcement of 4-H Club calendar for year, including such items as 4-H goals, dates of 4-H events and local leaders' meetings, and plans for ensuing year.
16. Announcement of names of new members enrolled since the 1947 National 4-H Achievement Week.
17. Recognition of local 4-H leadership.
18. Publication of letters from former 4-H Club members in local papers.
19. Use of 4-H flags and banners.
20. Wearing of 4-H uniforms, 4-H insignia on arms, and special 4-H pins.

SOME SUGGESTIONS FOR SPECIAL 4-H  
MEETINGS DURING NATIONAL 4-H CLUB WEEK

Use of town hall or some other community place.

4-H exhibits on display, as well as 4-H posters and pictures illustrating work done.

All parents and neighbors of 4-H members encouraged to attend.

Possible program features:

4-H music.

Pledge of allegiance and 4-H Club pledge.

Feature speakers at local meetings.

Statement of 4-H goals set up locally and progress made toward attaining them, especially in relation to the 10 4-H guideposts; reference to national 4-H goals in connection with the present peace-time situation.



Some 4-H ceremony to help members to live up to the ideals embodied in the 4-H Club pledge, particularly in relation to the 4-H guideposts. Such a ceremony might well be developed by the members themselves.

Public demonstrations showing what can now be done locally to help carry out the 4-H Club theme.

Report of new members enrolled since National 4-H Achievement Week, followed by a 4-H admission ceremony.

Report of special 4-H activities to date by 4-H members.

Announcement of plans for special 4-H programs for the 15 to 21 age group.

4-H citizenship ceremonial.

#### SOME SUGGESTIONS FOR LOCAL 4-H PUBLICITY

1. Provide editors of local papers with material on the challenge to 4-H members in relation to the general theme accompanied by information on national and local 4-H accomplishments. Stories of outstanding achievements of 4-H members are especially effective.
2. Consult managers of local stores about window displays. Some have special plans already under way. Furnish products canned or grown by 4-H members. Garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all local leaders, presidents of clubs, and parents of club members, acquainting them with plans for National 4-H Club Week and what they are expected to do. Circular letters concerning National 4-H Club Week may also be sent to 4-H members. Main items from the manual might be included in such circular letters.
4. Make contact with local broadcasting stations regarding special 4-H programs during National 4-H Club Week, highlighting the main 4-H theme, the 10 4-H guideposts, achievements of local 4-H members, as well as the extent of 4-H Club work today.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during the week.
6. Announce 4-H Club calendar and plans for ensuing year, as formulated by the 4-H Clubs of the country.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches and the teachers in local schools. Supply them with information regarding National 4-H Club Week and 4-H plans for the ensuing year.



9. For other suggestions, refer to previous manuals on National 4-H Club Week which may be in the county extension files.
10. In local publicity, it may prove effective to use the illustrations at the end of the circular on the observance of National 4-H Achievement Week distributed to each county in September 1946.

#### SUGGESTIVE HEADLINES FOR ARTICLES IN PAPERS

Nation honors 4-H'ers March 1-7.

\*\*\*

The President's Message to the 4-H Clubs of the Nation.

\*\*\*

National 4-H Week is Observed by All 4-H Clubs of the Nation.

\*\*\*

National 4-H Club Week Starts March 1.

\*\*\*

The Theme, "Creating Better Homes Today for a More Responsible Citizenship Tomorrow" Features the 1948 National 4-H Club Week.

\*\*\*

4-H Club Members of Today will be the Leaders of Tomorrow.

\*\*\*

National 4-H Club Activities are Planned for March 1 to 7.

Window Displays, Posters, and Radio Tell of Work. Vesper Services to End Week.

\*\*\*

We are Proud to be able to Serve the 4-H Clubs of \_\_\_\_\_ County.

\*\*\*

Enroll Now! Through Your Local County Extension Agent.

\*\*\*

Better Farming Methods Taught by the 4-H Clubs Now Mean Better Farmers in the Future!

\*\*\*

4-H Club Boys and Girls Go Into Action.

\*\*\*

The 4-H'ers are the Farmers and Ranchers of Tomorrow.

\*\*\*

1948 National 4-H Club Week Programs Announced.

\*\*\*

Cooperate with the Youth of Your Community in Observing National 4-H Club Week, March 1 to 7.

\*\*\*

Year's 4-H Program Outlined for \_\_\_\_\_ County.

\*\*\*

Governor \_\_\_\_\_ Proclaims 4-H Club Week March 1 to 7.

\*\*\*

1,700,000 Club Members Observe National 4-H Club Week.

\*\*\*

\_\_\_\_\_ County 4-H'ers Active in National 4-H Club Week.

\*\*\*

The Future of America--(name) County 4-H Young People are Creating Better Homes Today for a More Responsible Citizenship Tomorrow.



# MATERIALS FOR CIRCULAR LETTERS

Many itemized suggestions contained in this manual regarding the observance of National 4-H Club Week can be issued to advantage in letters to local leaders, presidents of clubs, and parents of club members. Reference may also be made to previous manuals in which suggestive circular letters are included. The President's message and other materials will be ready for distribution by February 1.

## 1947 TOTAL NATIONAL ACHIEVEMENTS ON WHICH TO BASE 1948 GOALS

4-H members worked together for better homes and better home communities in keeping with their ten 4-H guideposts:

1. DEVELOP TALENTS FOR GREATER USEFULNESS.
2. JOIN WITH FRIENDS FOR WORK, FUN, AND FELLOWSHIP.
3. LEARN TO LIVE IN A CHANGING WORLD.
4. CHOOSE A WAY TO EARN A LIVING.
5. PRODUCE FOOD AND FIBER FOR HOME AND MARKET.
6. CREATING BETTER HOMES FOR BETTER LIVING.
7. CONSERVE NATURE'S RESOURCES FOR SECURITY AND HAPPINESS.
8. BUILD HEALTH FOR A STRONG AMERICA.
9. SHARE RESPONSIBILITIES FOR COMMUNITY IMPROVEMENT.
10. SERVE AS CITIZENS IN MAINTAINING WORLD PEACE.

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1. 4-H members produced and conserved food to make more food available for famine relief. 1/

Garden products.....	125,000 acres
Poultry products.....	9,000,000 birds
Livestock.....	725,000 head
Food crops.....	425,000 acres
Food prepared or served.....	19,000,000 meals
Products canned.....	36,000,000 quarts
Food brined.....	280,000 gallons
Food dried or cured.....	3,500,000 pounds
Food stored or frozen.....	9,000,000 pounds

2. They guarded their own and their community's health by--

Having periodic health examinations.  
 Checking and improving their food and health habits.  
 Preparing meals in keeping with nutritional needs of the family.  
 Training in first aid and home nursing.  
 Removing farm and home accident hazards.  
 Improving home and community health conditions.

1/ Totals are based on estimates from State club leaders' reports.



3. They served at home and helped city boys and girls to break into farm work in order to relieve the farm labor shortage by--

Carrying on better methods and demonstrating these methods.  
Caring for and repairing farm machinery.  
Increasing farm fuel supplies.  
Participating in fire-prevention activities.  
Repairing and remaking clothing.  
Helping to conserve nature's resources.

4. They helped to interpret to the community the Nation's peace-building programs, particularly in the production and conservation of food and the sending of food and other gifts to those in distress in foreign lands.
5. They learned to have a deeper appreciation of the democratic way of life by practicing democracy at home and in their club and community.
6. They discussed at club meetings some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad and in helping to build a better home and world community.

#### 4-H SUGGESTIONS TO THE PUBLIC

- Get acquainted with the 4-H Club program.
- Help recruit members for a club.
- Assist in organizing a club.
- Be a local club leader or help members find one.
- Encourage your boys and girls to be 4-H members.
- Encourage other boys and girls to be 4-H members.
- Help members get to meetings.
- Encourage members to take part in club activities.
- Assist members to secure needed equipment and supplies.
- Encourage members to complete their project work.
- Help the local club with its activities.
- Back up the clubs and club leaders in your neighborhood.

#### A GOVERNOR'S MESSAGE

Each year, many high-ranking officials make statements regarding the observance of National 4-H Club Week. Among such are messages by many governors. As an example of such a message is the following made in connection with the observance of the 1947 National 4-H Club Week.



State of Oregon

Executive Department

Salem

To the 4-H Club Members and Local Leaders of Oregon:

I want to extend to each of you greetings for a most successful National 4-H Club Week, March 1 to 9, 1947, and the development of your theme for the Week, "Working Together for a Better Home and World Community."

As I review your most valuable work for the past years and realize what this means not only to you personally, but to the welfare of the entire state and nation, I congratulate the people of Oregon on having this 4-H Club program for our youth. I am proud of the most willing and loyal support extended to the 4-H Clubs by organizations and businessmen of the state, thus proving that you 4-H Club members and local leaders have done a most worthwhile job.

I am sure that during the week of March 1 to 9, 1947, all of Oregon will become more aware of the 4-H Club program and many boys and girls not now members will become a part of some 4-H Club and that men and women will offer their services to become local leaders and have a part in the development of our citizens of tomorrow.

Again wishing you continued success in your national 4-H Club Week program and also throughout the entire year of 1947, I am

Sincerely yours,

Earl Snell  
Governor



SUGGESTIVE GOVERNOR'S PROCLAMATION

GOVERNOR PROCLAIMS 4-H WEEK

EXECUTIVE OFFICE

Santa Fe, New Mexico

WHEREAS there are more than 6,000 rural boys and girls enrolled in the 4-H Club movement in the State of New Mexico, and

WHEREAS the 4-H organization has for its purpose the demonstration of improved methods of agriculture and home economics and the instillation of the principles of better citizenship in the lives of our young people, and

WHEREAS in the changing world of agricultural concepts and practices, 4-H Club members will constitute one of the most important groups to show the way to improved practices and methods:

THEREFORE, I. THOMAS J. MABRY, GOVERNOR OF THE STATE OF NEW MEXICO, do proclaim the week of March 1 through March 9, 1947 as

4-H CLUB WEEK

in New Mexico, for the purpose of paying tribute to our rural youth who are enrolled in this important and patriotic endeavor.

DONE AT THE EXECUTIVE OFFICE  
THIS 29TH DAY OF JANUARY, 1947  
WITNESS MY HAND AND THE GREAT SEAL  
OF THE STATE OF NEW MEXICO.

(Signed) THOMAS J. MABRY,  
Governor

ATTEST:  
(Signed) ALICIA ROMERO  
SECRETARY OF STATE











